**World War II Propaganda**

**Propaganda Techniques**

**NAME CALLING –** links a person, or idea, to a negative symbol. *Examples: commie, yuppie*

**GLITTERING GENERALITIES –** use of virtue words; the opposite of name calling, i.e., links a person, or idea, to a positive symbol. *Examples: democracy, patriotism, family*

**TRANSFER/ ASSOCIATION –**links the authority or prestige of something well respected

and revered, such as church or nation, to something not necessarily related: *Example: a*

*political candidate closes her speech with a prayer or the words, “God bless America”* . Also, to smear someone else, making associations that do not exist. *Example: The candidate has a relative in Afghanistan and is therefore Anti-American.*

**TESTIMONIAL –** a public figure or a celebrity promotes or endorses a product, a policy, or a political candidate. *Examples: an athlete appears on the Wheaties box; an actor who is well liked speaks at a political support rally for a candidate*

**PLAIN FOLKS –** attempt to convince the audience that a person and his/her ideas are “of

the people.” *Examples: a prominent politician has seven children who went to public school, not expensive private school; a candidate is photographed shopping for groceries, checking products for prices*

**BANDWAGON –** makes the appeal that “everyone else is doing it, and so should you.” *Examples: an ad states that “everyone is rushing down to their Hummer dealer”*

**FEAR –** plays on deep-seated fears; warns the audience that disaster will result if they do not follow a particular course of action. *Example: an insurance company pamphlet includes pictures of houses destroyed floods, followed up by details about home-owners’ insurance.*

**Propaganda themes from WWII**

**Demonizing of the Axis Power:** Making it appear that the enemy is evil and out to destroy America. *Ex. Hitler is like the devil.*

*Symbol*

**Revenge:** Get revenge for America for being attacked at Pearl Harbor. *Ex. Kill the Japanese to regain our pride.*

*Symbol:*

**American as Freedom Fighters:** Show America as the hero and always fighting for freedom and justice. *Ex. America fights against tyranny and oppression and for the freedom of all.*

*Symbol:*

**Silence is Necessary:** Americans during WWII need to be silent to prevent spies from getting information. *Ex. Keep your lips sealed or ships will sink*

*Symbol:*